THE LEADING HEALTH & WELLNESS SITE

Millions come to WebMD for the unsurpassed knowledge, insights, and inspiration that helps them and their families live happier, healthier lives.

Our award-winning content is influenced and inspired by some of the top minds in medicine and wellness—from thought leaders advancing the latest trends, to practicing physicians with an exam-room perspective, to wellness experts on a mission to inspire a healthier lifestyle.

WebMD’s commitment to fresh, unbiased, and fact-based content balances technical accuracy with interest-driven storytelling in easy-to-understand language, helping consumers make better health decisions every day.

1 in 3 U.S. ADULTS USE WEBMD EACH MONTH

MORE MINUTES THAN THE NEXT COMPETITOR

2.6x THE PAGE VIEWS THAN THE NEXT COMPETITOR

85% OF TRAFFIC FROM ORGANIC SEARCH

Source: comScore March 2020, Omniture
WE REACH YOUR AUDIENCE TO DRIVE RESULTS

CANCER PATIENTS
1.7 MM Monthly Unique Visitors

BABY/PREGNANCY
9 MM Monthly Unique Visitors

DIET & WEIGHT LOSS
3.2 MM Monthly Unique Visitors

SURGERY PATIENTS*
9 MM Monthly Unique Visitors

COPD
2.5 MM Monthly Unique Visitors

Source: comScore, Plan Metrix March 2020 | * Note: Patients 18+ who’ve had surgery in the last 6 months
CONTEXT MATTERS FOR EFFECTIVE HEALTH MESSAGING

WebMD’s delivers better audience quality and consideration — allowing your brand to convert faster and maximize ROI.

HIGHEST AD ENGAGEMENT

<table>
<thead>
<tr>
<th></th>
<th>WebMD Users</th>
<th>Health Sites</th>
<th>News Sites</th>
<th>Video Sites</th>
<th>Social Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGHEST</td>
<td>58%</td>
<td>45%</td>
<td>33%</td>
<td>29%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Q: How much attention do you pay to ads for prescription medications on the following websites?

HIGHEST CREDIBILITY

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</thead>
<tbody>
<tr>
<td>HIGHEST</td>
<td>65%</td>
<td>57%</td>
<td>43%</td>
<td>34%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Q: How much do you believe the prescription medication will perform as claimed when seeing an ad on the following sites?

HIGHEST RX BOOST

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<tr>
<td>HIGHEST</td>
<td>59%</td>
<td>51%</td>
<td>38%</td>
<td>33%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Q: How does a prescription medication advertised in the following types of websites impact your likelihood to talk to your doctor about the prescription medication?

Source: The Harris Poll, 2020
FOCUSED ON WHAT MATTERS MOST

A better guide to health and wellness and a true partner in your treatment, WebMD has revolutionized the way it thinks about content. New site experiences encourage engagement, discovery and education across key lifestyle and condition centers.

From the editors of WebMD, COMPASS is a new site devoted to healthy lifestyle for Adults 50+

NOURISH is WebMD’s destination for better, healthier eating for you and your family.

The WebMD Cancer Center will become the go-to resource for cancer patients and caregivers to learn about care options, treatments, and breakthroughs.
SOLUTIONS THAT ENGAGE THE BREADTH OF HEALTH & WELLNESS

PHARMACEUTICAL MANUFACTURERS
EFFICIENT SOLUTIONS DESIGNED FOR PHARMA TO GENERATE SCALE AND BOOST PRESCRIPTIONS

CPG COMPANIES
CONTENT TO ENGAGE AND INSPIRE CONSUMERS WHO BELIEVE THAT GOOD HEALTH IS THEIR LIFESTYLE

HOSPITALS
PATIENT TOOLS AND PRODUCTS BUILT FOR HEALTH SYSTEMS TO AUTHENTICALLY CONNECT CONTENT TO CARE AND GROW CAPACITY
In the doctor's office, at home, on the go, WebMD extends across every platform to empower health-interested consumers anytime, anywhere. Integrate your brand where it matters most.

**CUSTOM CONTENT**
Let WebMD’s DNA brand studio tell your story through the creation of emotive content that is grounded in editorial insights and designed to influence action and drive emotional connections.

**DIRECTORIES**
The largest online physician directory connects in-market patients with doctors and allows them to book appointments directly through detailed profile pages.

**EDITORIAL SPONSORSHIPS**
The leading voice in health and wellness editorial creates a trusted alignment opportunity for your brand to connect with patients and inspire better doctor discussions at the moment of care.

**PRECISION TARGETED MEDIA**
Harness the deep scale and proprietary data of WebMD with industry-leading audience targeting, on and off WebMD.

**PROGRAMMATIC AD SOLUTIONS**
Increase transparency and save time with WebMD’s automated reservation process.

**MOBILE CONNECTIONS**
Reach patients who have researched relevant conditions and are in proximity to a physician’s office or pharmacy on their mobile device to boost prescriptions and to keep them adherent to therapy.

**POINT OF CARE**
Supporting the patient-physician as a care team with personalized guides and exam room posters, sharing health literacy, condition education and emotive story-telling.

**PERFORMANCE SOLUTIONS**
Measure your program’s effectiveness through qualified audience, KPI shifts, and transactional performance measurement.
LEARN MORE ABOUT OUR UNIQUE AND EFFECTIVE ADVERTISING OPPORTUNITIES.

CONTACT US: SALESINQUIRIES@WEBMD.NET